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# Mass Digitization And The Data Center

An Opportunity to Secure The Future of IT in Michigan

Yan Ness, Michigan Data Center Alliance

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# Key Principles: Tax Reform

- ✓ Fairness
- ✓ Leadership
- ✓ Future Growth

Copy Mike  
Will Data  
John Hoot

# Michigan Data Centers

- ✓ 9 Companies
- ✓ 1,000 Employees
- ✓ 38 Operating Locations
- ✓ 12% - 15% annual growth



# Michigan Data Centers

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✓ 38 Operating Locations

✓ 1,000 Employees

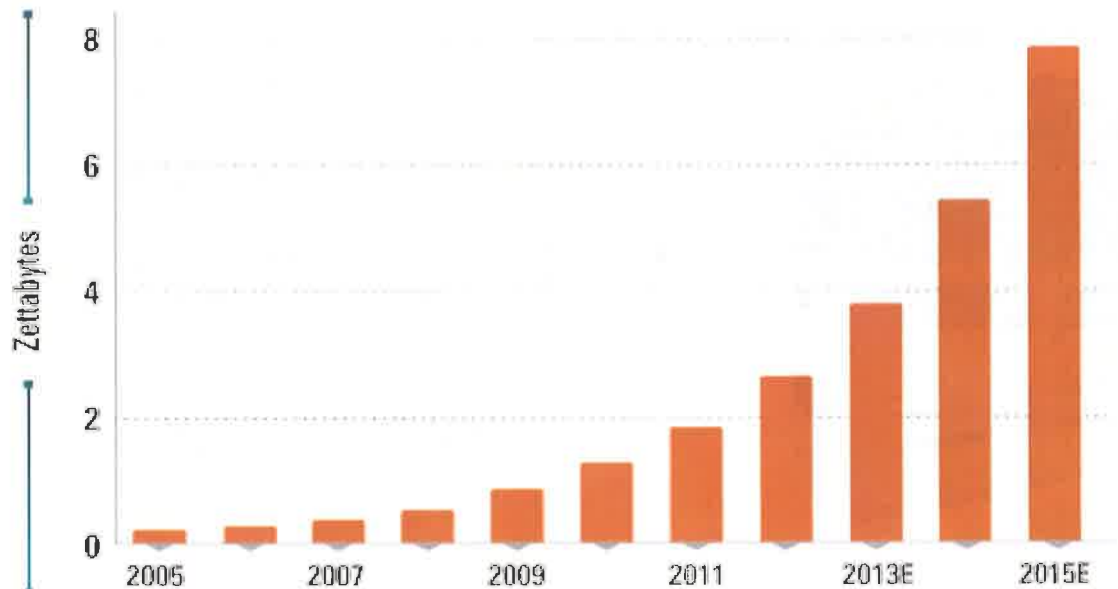
✓ 12% - 15% annual growth

Location	Quantity
Lansing	6
Grand Rapids	6
Kalamazoo	1
Battle Creek	1
Flint	1
Ann Arbor	3
Southfield	11
Other Detroit	8
Alpena	1
<b>TOTAL</b>	<b>38</b>

# Mass Digitization – “Zettabytes” Of Data

## A Digital Data Explosion

Global digital information created and shared



Source: KPCB, IDC

techandinnovationdaily.com

Michigan Data Center Alliance

How big is your data – really?  
HT to David Wellman @ Myriad Genetics

Byte of data:	one grain of rice
Kilobyte:	cup of rice
Megabyte:	8 bags of rice
Gigabyte:	3 container lorries
Terabyte:	2 container ships
Petabyte:	covers Manhattan
Exabyte:	covers the UK (3 times)
Zettabyte:	fills the Pacific ocean

# What is a Data Center?

- It's a Building...
- Always Powered
- Always Connected
- Always Secure



- Houses Servers with store and present digital content

# “The tip of the spear” for IT

- Clients spend millions on IT equipment and move in to the data center. **The data center is the tip of the spear for IT industry.**
- Data Centers cost millions to build – on spec. The faster the data center business grows, the more capital it needs.
- The industry is growing 8-12% - and up to 30% - annually.

# Key Factors in Data: Location, Distribution and Balance

- Location should be near the end user
- However, we only need so much data center per geography
- Think airports



# Data Center Industry Models

- A few really really large data centers
- A handful of “municipal” data centers?
- A bunch of “edge” micro data centers?



*Data center businesses will continue to change.*

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# Thank You!

Yan Ness, Michigan Data Center Alliance

